

Curriculum Vitae  
MATEJA DUROVIC

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Mateja Durovic – [mateja.durovic@kcl.ac.uk](mailto:mateja.durovic@kcl.ac.uk)

Ph.D., LLM European University Institute, Florence, Italy;

LLM University of Cambridge, UK;

LLB (Hons.) University of Belgrade, Serbia

**PROFESSIONAL EXPERIENCE:**

- 1) Reader in Contract and Commercial Law (tenure), Dickson Poon School of Law, King's College London, United Kingdom, (appointed in June 2019, double promotion), from September 2019;
- 2) Director of the Centre for Technology, Ethics, Law and Society from September 2019;
- 3) Academic Director of the Executive programme on Consumer Law at King's College London, UK;
- 4) Academic Director of the Executive programme on Digital Law at King's College London, UK;
- 5) Lecturer in Contract and Commercial Law (tenure), Dickson Poon School of Law, King's College London, United Kingdom, from July 2017-August 2019
- 6) Assistant Professor, School of Law, City University of Hong Kong, from July 2015- June 2017;
- 7) Post-doc Research Associate, European University Institute, Florence, Italy, from July 2014 –June 2015;
- 8) Research Associate, Department of Law European University Institute, from September 2010 –July 2014;
- 9) Lawyer, Legal Service of the European Commission, October 2012 – March 2013;
- 10) Lawyer, Law Firm Gide Loyrette Nouel, April 2007 – July 2008.

**VISITING PROFESSORSHIP AND EXPERT WORK**

- 1) International Legal Expert: United Nations, European Commission, GIZ – German Development Organisation, European Policy Centre, BEUC – European Consumer Organisation, ASEAN, World Bank.
- 2) Visiting Professor: University of Verona, University of Florence, University of Belgrade, University of Torino, University of Macerata, City University of Hong Kong, UC Lyon, Sciences Po Paris, ITCILO, UC Lille, East China University of Political Science and Law, Shanghai, University of Macau, University of Passau.
- 3) Visiting Scholar: Stanford University; Max Planck Institute for International and Comparative Private Law, Hamburg.

**CONFERENCES AND SEMINARS:** attended more than 100 conferences and seminars, 12 times invited as a keynote speaker

**MEMBERSHIP IN PROFESSIONAL BODIES:**

- 1) Editorial Board of Journal of European Consumer and Market Law;
- 2) Editorial Committee of Law, Innovation and Technology;
- 3) Board of International Association of Consumer Law;
- 4) European Law Institute;
- 5) Society of Legal Scholars;
- 6) SECOLA (Society for European Contract Law);
- 7) UNCTAD Expert Group on International Cooperation in the area of consumer protection;
- 8) Expert group on the ALI-ELI Principles for a Data Economy;
- 9) Higher Education Academy (Fellow).

**LIST OF PUBLICATIONS:**

Books (monographs and edited collections):

- 1) M. Durovic, G. Howells, A. Janssen and H. Micklitz (eds.), "Consumer Protection in Asia (Hart Publishing 2022) <https://www.bloomsbury.com/uk/consumer-protection-in-asia-9781509957538/> ;

- 2) M. Durovic, F. De Elizalde, A. Janssen, L. Di Matteo and P. Ortolani (eds.), "Lawyering in the Digital Age" (Cambridge University Press 2021) <https://www.cambridge.org/core/books/abs/cambridge-handbook-of-lawyering-in-the-digital-age/lawyering-in-the-digital-age/86E4ADFE7B3C6546308F0DF76543FD6A> ;
  - 3) M. Durovic and T. Tridimas (eds.), "New Directions in European Private Law" (Hart Publishing 2021) <https://www.bloomsbury.com/uk/new-directions-in-european-private-law-9781509935611/> ;
  - 4) M. Cantero, L. De Almeida, M. Durovic and K. Purnhagen (eds.), "Transformation of Economic Law" (Hart Publishing, 2019) <https://www.bloomsbury.com/uk/transformation-of-economic-law-9781509932603/> ;
  - 5) M. Durovic and H.W. Micklitz, "Internationalisation of Consumer Law" (Springer 2017) <https://www.springerprofessional.de/en/a-global-perspective-on-the-enforcement-of-consumer-law/11042098> ;
  - 6) M. Durovic, "European Law on Unfair Commercial Practices and Contract Law" (Hart Publishing 2016) <https://www.bloomsbury.com/uk/european-law-on-unfair-commercial-practices-and-contract-law-9781782258117/>
- Reviewed in Modern Law Review, Common Market Law Review, Journal of European Consumer and Market Law, European Review of Private Law, Journal of European and Market Law, Journal of Consumer and Commercial Law.

#### Articles (Peer-reviewed):

- 1) M. Durovic and T. Kniepkamp, Good Advice is Expensive - Bad Advice even More: the Regulation of Online Reviews and Consumer Protection, (accepted for publication in the upcoming issue of the Journal of Law, Innovation and Technology);
- 2) M. Durovic, Assessing the suitability of the European Union's current rules on unfair contract terms for the digital era" (accepted for publication in the upcoming issue of the European Law Journal);
- 3) M. Durovic and J. Watson, "Nothing to Be Happy about: Consumer Emotions and AI" Multidisciplinary Scientific Journal J 4 (2021) pp784-793. <https://doi.org/10.3390/j4040053>;
- 4) M. Durovic, 'A Consumer Law Perspective on the Commercialization of Data', 29 European Review of Private Law 5 (2021) , pp. 701-732, <https://kluwerlawonline.com/journalarticle/European+Review+of+Private+Law/29.3/ERPL2021038>;
- 5) M. Durovic and M. Montanaro, "Data Protection and Data Commerce: Friends or Foes?!" 17 European Review of Contract Law 1 (2021), pp. 1-36. <https://doi.org/10.1515/ercl-2021-0001>;
- 6) M. Durovic, "International Consumer Law: What Is It All About?" 43 Journal of Consumer Policy 1 (2020) pp. 125-143; <https://link.springer.com/article/10.1007/s10603-019-09438-9>
- 7) M. Durovic, "Adaptation of consumer law to the digital age: The case of the new European Directive 2019/2161 on modernisation and better enforcement of consumer law" 68 Belgrade Law Review 2 (2020) pp. 120-135; <https://anali.rs/adaptation-of-consumer-law-to-the-digital-age-eu-directive-2019-2161-on-modernisation-and-better-enforcement-of-consumer-law/?lang=en>
- 8) M. Durovic and F. Lech, "Enforceability of Smart Contracts" 5 The Italian Law Journal 2 (2019) pp. 73-94; <https://theitalianlawjournal.it/data/uploads/5-italj-2-2019/493-durovic-lech.pdf>
- 9) M. Durovic, G. Howells and A. Janssen "Reforming Consumer Protection in Hong Kong: How to Adequately Protect Consumers?" 49 Hong Kong Law Journal 2 (2019) pp. 571-602; <https://web.law.hku.hk/hklj/2019-Vol-49.php>
- 10) M. Durovic, "Bright Future for EU Consumer Law?" 8 Journal of European Consumer and Market Law 6 (2019) pp. 217-219. <https://kluwerlawonline.com/journalarticle/Journal+of+European+Consumer+and+Market+Law/8.6/EuCML2019042>
- 11) M. Durovic and A. Janssen, "The Formation of Blockchain-based Smart Contracts in the Light of Contract Law" 26 European Review of Private Law 6 (2018) pp. 753-772 <https://kluwerlawonline.com/journalarticle/European+Review+of+Private+Law/26.6/ERPL2018053>
- 12) M. Durovic, "Harmonisation of Contract Law in the Eastern and South-Eastern Asia: What Can Be Learnt From the CISG and the ECL Experience?" 7 Global Journal of Comparative Law 2, (2018) pp. 207-231;

- 13) M. Durovic, "The Apple Case Today: Factual and Legal Assessment", (EUI Working Paper Law 2016/3), available at <http://cadmus.eui.eu/handle/1814/39054>, pp.1-22;
- 14) M. Durovic, "The Meaning of a Commercial Practice Under EU Law" 12 *European Review of Contract Law* 1 (2016), pp. 57-71;
- 15) C. Riefa and M Durovic. 'Serbian Consumer Law: Out with the Old, In with the New' 22 *Maastricht Journal of European and Comparative Law*, 6 (2015), pp 862-878;
- 16) M. Durovic, "The Impact of Directive 2005/29/EC on unfair commercial practices on Contract Law" 23 *European Review of Private Law* 5, (2015), pp 715–749;
- 17) M. Durovic and N. Lazarevic, "Towards the European Union: The Serbian Law on Consumer Protection and the Position of the Serbian Consumer" 3 *Journal of European Consumer and Market Law* 1 (2014), pp. 17-25;
- 18) M. Durovic, "The Apple Case: The Commencement of Pan-European Battle against Unfair Commercial Practices" 9 *European Review of Contract Law* 3 (2013), 253-266;
- 19) M. Durovic, "EU Consumer Law Outside the European Union" 36 *Journal of Consumer Policy* 3 (2013), pp. 269-285;
- 20) M. Durovic, "Serbian Contract Law: Its Development and the new Serbian Civil Code" 7 *European Review of Contract Law* 1 (2011), pp. 65-77;
- 21) M. Durovic, "The Latest Development of EU Consumer Law" 1 *Pravo i Drustvo* 2 (2010), pp. 50-65.

#### Book Chapters:

- 1) M. Durovic and A. Janssen, "Conclusions" in: M. Durovic, G. Howells, A. Janssen and H. Micklitz (eds.), *Consumer Protection in Asia: Past, Present and Future* (Hart Publishing, 2022);
- 2) M. Durovic, "Reward-based Crowdfunding, the Digital Single Market, and EU Consumer Law", in: P. Ortolani and M. Louisse, *The EU Crowdfunding Regulation*, (Oxford University Press, 2021);
- 3) M. Durovic, "What are Smart Contracts? An Attempt of their Demystification", in Z. Slakoper and I. Tot, *Digital Technologies and the Law of Obligations* (Routledge 2021);
- 4) M. Durovic and F. Lech, "Harmonisation of Commercial Law Based on Common Law: Role of International Commercial Courts" in: A. Lokhandwala, G. Dimitropoulos and S. Brekoulakis (eds.), *The Courts of the Future: International Commercial Courts and the Future of International Dispute Settlement* (Cambridge University Press 2021)
- 5) M. Durovic, "Legal Tech in ADR" in: M. Durovic, F. De Elizalde, A. Janssen, L. Di Matteo and P. Ortolani (eds.), *Lawyering in the Digital Age* (Cambridge University Press 2021);
- 6) M. Durovic and P. Markova, "Online dispute resolution of consumer disputes, vulnerable consumers and new technologies", in: C. Riefa and S. Saintier, *Vulnerable Consumers and the Law – Consumer Protection and Access to Justice* (Routledge 2020);
- 7) M. Amaxopolou, M. Durovic and F. Lech, "Regulation of Uber in the UK" in: Z. Ayata and I. Onay (eds.), *Regulation of Uber – A Global Perspective* (Edward Elgar 2020);
- 8) M. Durovic and F. Lech, "Big Data and Consumer Law" in: V. Falce et al. (eds.), *Legal Challenges of Big Data* (Edward Elgar 2020);
- 9) M. Durovic, "Regulation of Unfair Trade Practices in the Food Supply Chain in the United Kingdom –Is There a Need for Reform?" in: B. Keirsbilck and E. Terryn (ed.), *The new European Rules on Unfair Commercial Practices in B2B Relations*, (Intersentia 2020) pp. 121-136;
- 10) M. Durovic, "Articles 20, 21 and 22 of Regulation 910:2014 on electronic identification and trust services", in A. Zaccaria and R. Schulze, *EU eIDAS Regulation: Regulation (EU) 910/2014 on electronic identification and trust services for electronic transactions in the internal market* (Springer 2019, pp. 209-218);
- 11) M. Durovic and F. Lech, "International and Transnational Consumer Law on Sustainable Consumption" in: L. De Almeida et al. (eds.) *Sustainable Consumption* (Springer, 2019), pp. 13-25;
- 12) M. Durovic, "Contract Law Remedies for Breach of the Unfair Commercial Practices Directive – What Can Be Improved" in: M. Cantero, L. De Almeida, M. Durovic and K. Purnhagen (eds.), *Transformation of Economic Law* (Hart Publishing, 2019), pp. 29-42;

- 13) M. Durovic and A. Janssen, "The Formation of Smart Contracts and Beyond: Shaking the Fundamentals of Contract Law?" in: L. Di Matteo, M. Cannarsa and C. Poncibo (eds.), *Smart Contracts and Blockchain Technology: Role of Contract Law*, (Cambridge University Press, 2019), pp. 61-79;
- 14) M. Durovic, "How to Resolve Smart Contract Disputes: Smart Arbitration As a Solution", in N. Aggarwal, H. Eidenmuller, L. Enriques, J. Payne and K. van Zwieten, *Autonomous Systems and the Law* (C.H. Beck and Nomos, 2019), pp. 23-27;
- 15) M. Durovic, "Consumer Sales in the European Union" in C. Lei, C. Twigg-Flesner, G. Howells and H.W. Micklitz, *Comparative Consumer Sales*, (Routledge, 2018), pp 31-47;
- 16) M. Durovic and G. Howells, "European Contract Law As a Bridge Between Civil Law and Common Law", in F. de Elizalde, *Uniform Rules for European Contract Law*, (Hart Publishing, 2018), pp. 117-136;
- 17) M. Durovic, "European Contract Law and Asian Contract Law", in F. de Elizalde, *Uniform Rules for European Contract Law?*, (Hart Publishing, 2018), pp. 191-204;
- 18) G. Howells and M. Durovic, "Towards Appropriate Legal Certainty" in S. Wrzka et al. (eds.) *The Shifting Meaning of Legal Certainty* (Hart Publishing, 2017), pp. 207-222;
- 19) J. Stuyck and M. Durovic, "External Dimension of EU Consumer Law" in M. Cremona and H. W. Micklitz (eds.) *External Dimension of EU Private Law* (Oxford University Press 2016), pp. 212-235;
- 20) M. Durovic, "Total Prohibition of Unfair Commercial Practices" in T. Bourgoignie and T. Jovanic Liber Amicorum Svetislav Tabarosi (Official Gazette, 2014), pp. 169-185;
- 21) M. Durovic, co-author of several chapters in: M. Karanikic/H. Micklitz/N. Reich/R. Buttner/M.Durovic/T. Roethe/D. Trbojevic, *Modernising Consumer Law* (Nomos 2012), pp. 9-162.

#### Book Reviews:

- 1) M. Durovic, Book Review of: Vassilis Hatzopoulos, *The Collaborative Economy and EU Law*, Oxford: Hart Publishing, 2018, 320 p. in 27 *European Review of Private Law* 1, 2019, pp. 112-115;
- 2) M. Durovic, Book Review of: Rostam J. Neuwirth, Alexandr Svetlicinii and Denis De Castro Halis (eds.), *The BRICS-Lawyers' Guide to Global Cooperation*, Cambridge: Cambridge University Press, 2017, 382p. in 6 *Chinese Journal of Comparative Law* 2, 2018, pp.324-325.
- 3) M. Durovic, Book Review of: Piotr Machnikowski (ed.), *European Product Liability - An Analysis of the State of the Art in the Era of New Technologies*, Cambridge: Intersentia, 2016, 706 p., in 55 *Common Market Law Review* 1, 2018, pp. 317-319.

#### Forthcoming publications:

- 1) M. Durovic and F Lech, "The Serpent Under the Flower: Equity's Tenderness Towards Married Women in the Doctrine of Undue Influence" (submitted to the *Kings Law Journal*, received the feedback, now revising the paper in line with the reviewers' comments to be re-submitted for publication to the *Kings Law Journal*)
- 2) M. Durovic, "Demystification of the European Directive 1993/13/EEC on unfair contract term" (Edward Elgar 2022 forthcoming)
- 3) M. Durovic, "AI and Data Protection Rules", in: C. Poncibo et al. *Artificial Intelligence and Private Law: Global Perspectives* (Cambridge University Press, 2022 forthcoming);
- 4) M. Durovic and G. Howells, "Lessons for Asia from the European Private Law Harmonisation Process", in G. Low and M. de Visser, *Convergence of Commercial Laws in Asia: Methods and Drivers* (Cambridge University Press, 2022 forthcoming);

#### EXTERNAL EXAMINER:

Essex Law School  
Queen Mary University of London Law School

#### REVIEWER FOR:

Book publishers: Cambridge University Press, Oxford University Press, Hart Publishing, Edward Elgar; Law journals: Legal Studies, Minds and Machines, European Review of Private Law, Modern Law Review, European Review of Contract Law, Journal of European Consumer and Market Law, Journal of Consumer Policy, Maastricht Journal of European and Comparative Law; Research foundations: Polish Academy of Sciences, Serbian Fund for Science, Montenegrin Fund for Education.

#### HONOURS:

- 1) One of the most downloaded paper in the last ten years of the European Review of Private Law: “The Formation of Blockchain-based Smart Contracts in the Light of Contract Law”;
- 2) “The Apple Case: The Commencement of Pan-European Battle against Unfair Commercial Practices”, seventh most downloaded article of the European Review of Contract Law;
- 3) Nomination for Oxford University Press Law Teacher of the Year Award;
- 4) Shortlisted for KCL Teaching Excellence Award (2018, 2019 and 2020);
- 5) University Teaching Award at City University of Hong Kong (2016/17);
- 6) Prize for outstanding academic performance (2004, 2005, 2006, 2007);
- 7) Best student of the class of the Faculty of Law (c 1 600 students in one class) (2007);
- 8) University prize for the best student of the entire University (c 15 000 students in the class) (2007).

#### FELLOWSHIPS, GRANTS AND OTHER AWARDS

- 1) Co-I at the UK's National Research Centre in Protecting Citizens Online (from September 2020) – Interdisciplinary project on commercialisation of data;
- 2) Development of the Executive Programme on Consumer Law for the UK Competition and Markets Authority;
- 3) Centre for European Law Grant for Conference organisation;
- 4) Development of the Executive Programme on Digital Law;
- 5) King's College London KURF Grant GBP 2000 (2017/18, 2018/19 and 2020/21)
- 6) City University of Hong Kong GBP 20 000 for conference organisation (2016)
- 7) “EUI Scholarship of Excellence” scholarship of the European University Institute for LLM and PhD studies (2009-2014)
- 8) “Chevening/OSI/University of Cambridge Scholarship” scholarship for LLM studies at the University of Cambridge (2008-2009)
- 9) “Young Talents Scholarship” scholarship of the Republic of Serbia for studies abroad for the best students (2008, 2009)
- 10) “Bourse d'Eiffel” scholarship of the French Government (obtained in 2008, rejected in 2008)
- 11) “Scholarship for the outstanding students” scholarship of the City of Belgrade (2006, 2007)
- 12) “Scholarship for young talents” scholarship for the best student of the Republic of Serbia (2004-2007)

#### LANGUAGES:

Serbian; English; French; Italian; Croatian; Spanish; Greek.